POPULAR HOME

MAGAZINE

EARLY SPRING, 1948

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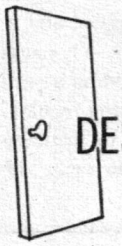
EARLY SPRING, 1948

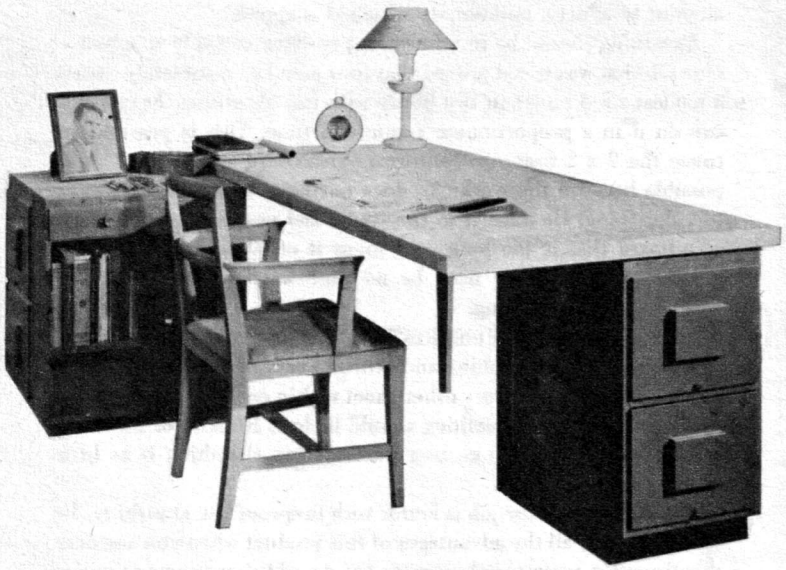
POPULAR HOME

Volume 5, No. 2—Mailing Date: February—March, 1948 *MAGAZINE*

SENT TO YOU EIGHT TIMES A YEAR BY THE LOCAL FIRM NAMED ON THE BACK COVER OF THIS ISSUE. POPULAR HOME is published in the interests of better living for the American family and is devoted exclusively to construction, decoration, care and repair of the home.



DESK DEVISED FROM A DOOR



HERE'S a desk with only one leg to stand on. It is modern and interesting in appearance. You can make one like it yourself. It is assembled from items that are available in almost every community—from the local lumber dealer, from stationery or office supply stores.

A flush door—the same type that is used between rooms in a modern home, is laid flat to form this desk top. These doors are available from most lumber dealers. Standard two-drawer wood file cabinets provide both storage space and support for the table top. Their handles were replaced by wood squares cut from ¾ inch stock, and grooved at the bottom to supply a finger grip. The one table leg is at the far corner, below the lamp. A narrow bookcase was set beside the file cabinet at the left.

The color scheme is flexible, because all of the items may be painted successfully. In this case the flush door retains its natural color through a coat of shellac and clear varnish.

This photograph is taken in the home of Architect Eng Norling, Park Ridge, Ill., who likes to do some of the work at home. The desk is adaptable for the use of any man of similar inclination, or for sewing or other tasks of the housewife.

POPULAR HOME is prepared and published by

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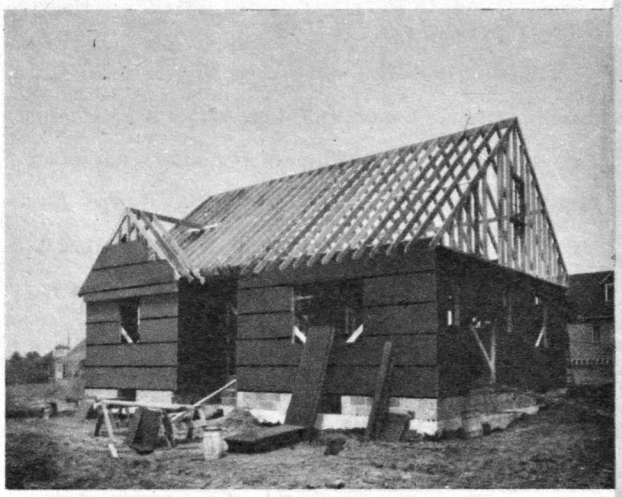
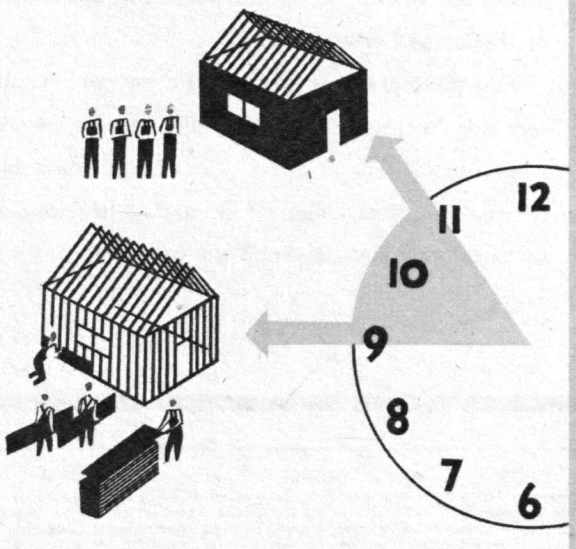
USG (plaster, lime, tile, wallboard, plaster base, and other products), TEXOLITE (interior wall paint), TEXTONE (plastic texturing paint), CEMENTICO (masonry paint), SHEETROCK (wallboard), ROCKLATH (plaster base), PERF-A-TAPE (reinforcing joint system), SIL-O-ETT' (asphalt roofing), ARROLOCK (roofing shingles), ADAMANT (plaster base), RED TOP (plaster, insulating material, and other products), GLATEX (shingles), WEATHERWOOD (fiber insulating board), MORTASEAL (lime), BRIDJOINT (metallic clips).

BEST BUY IN SHEATHING





In two hours, four men sheathed the house pictured with USG sheathing. Here is one of the cost-saving factors of this product. The sheathing panels are convenient in size, and easily handled by one man.

SHEATHING is a covering for the outside of the framework of your house. After the house is completed you seldom see it, because it is beneath the exterior finish. Yet it has a very definite purpose.

The age-old function of sheathing is to add rigidity to the framework; to reduce wind infiltration. This was the first requisite in developing USG sheathing, and it does these two things better than most sheathing materials. USG sheathing is tongued and grooved to make it fit tight. Unlike some other sheathings it is remarkably wind resistant in itself and needs no covering of building paper after it is installed, except where required by local building regulations. Laboratory tests have proven superior rigidity and deflection resistance qualities for USG sheathing, even when wet after being subjected to many hours of simulated rainfall.

The basic purposes are met, but there are other qualities to be desired in sheathing. USG sheathing combines many of these.

Sheathing should be fireproof. USG sheathing has gypsum as its basic material, and gypsum is the great fire protection material of the building industry.

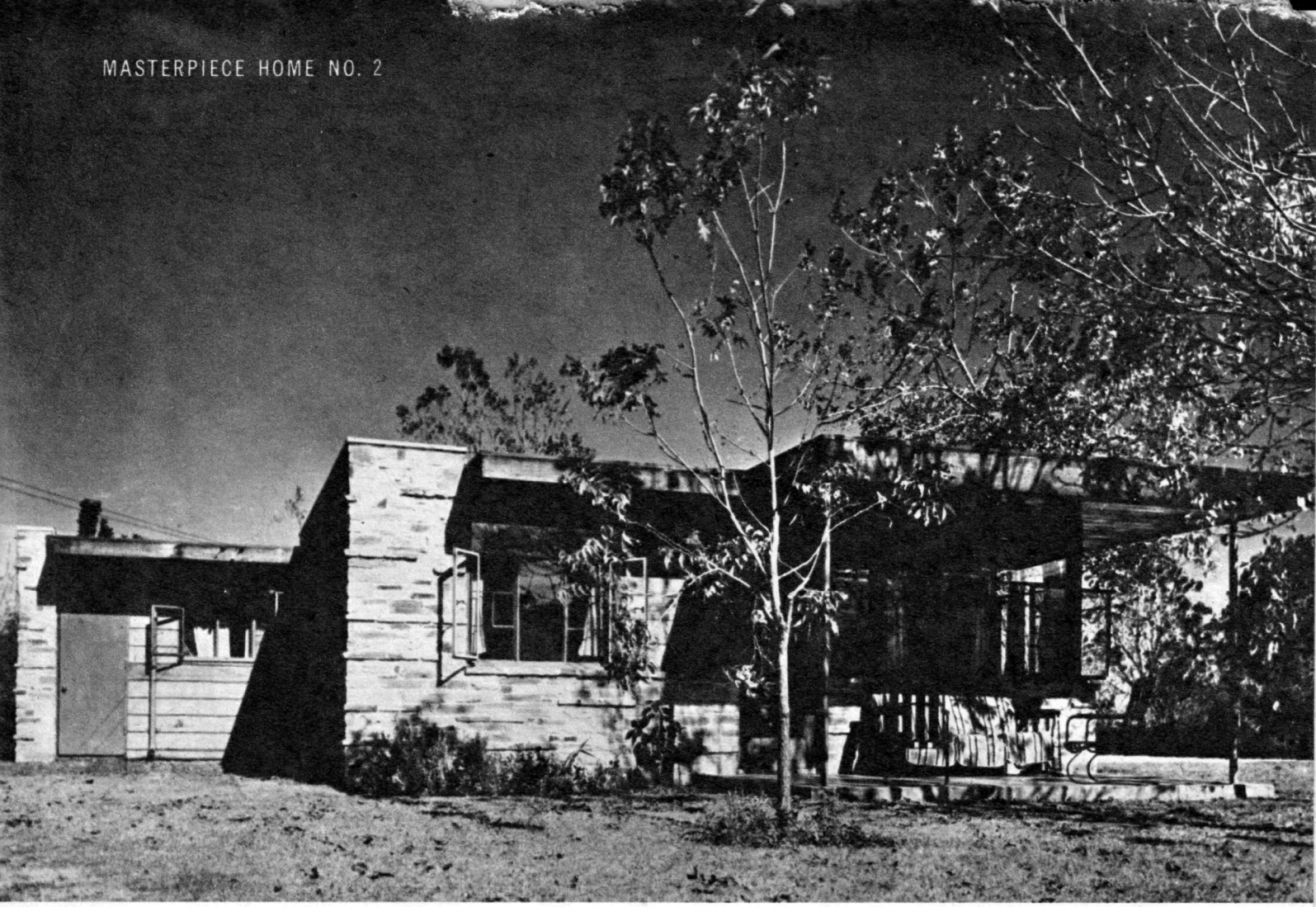
Sheathing should be integrally weather-resistant and free of harmful degrees of shrinkage and expansion. The gypsum core of USG sheathing is thoroughly intermixed with a new type asphalt base emulsion. It is relatively unaffected by moisture, and can be piled in the open, or left exposed on a building under construction for extended periods without damage from rain. USG sheathing does not expand or contract with temperature or moisture changes in an amount to affect a building on which it is applied.

Sheathing should be in a form that is quick to apply to a house. One job that was timed proved that four men can completely sheath a modest sized house in two hours with USG sheathing. Fewer men can do it in a proportionate amount of time. This is possible because the 2 x 8 foot size conforms to standard stud spacing. It is possible because the workman does not have to measure and saw USG sheathing. He nails it to the studs, and simply scores the face of a board that is too long, and snaps it off along that line. It is possible because there need be no time wasted putting building paper over the sheathing.

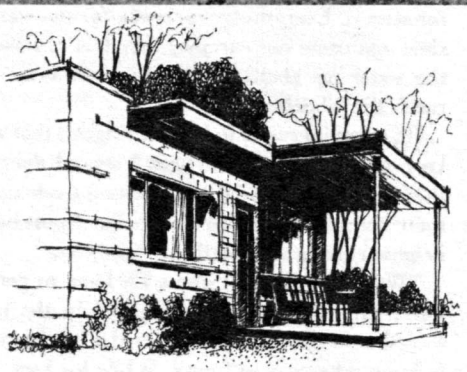
Sheathing should be uniform in quality to avoid varying stress, and assure proper matching and fitting. Every sheet of USG sheathing is a duplicate of every other sheet within controlled tolerances.

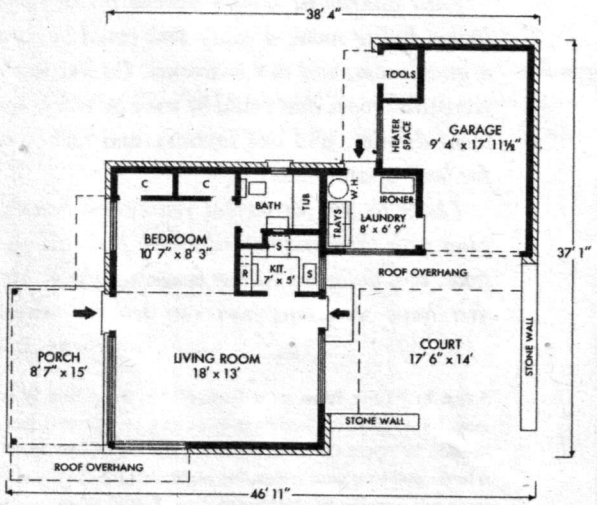
Material waste of sheathing should be low. Because of its standardized size, on-the-job cutting waste of USG sheathing is as little as five per cent or less.

The cost is less, the job is better with fireproof USG sheathing. Be sure you enjoy all the advantages of this product when you consider sheathing for your new house, or for an addition to your present home. The company named on the back cover can advise you about the availability of USG sheathing in your community.



House for a pair of MODERNS





Architect: Howard Meyer, 2907 Maple St., Dallas, Texas.
470 square feet of habitable area.
5769 cubic feet, including the garage.

THE couple whose needs are met by a two and one half room apartment can have a home of their own at very low cost if they make this plan their house. This house is good design, it offers a large-enough living-dining room, an outdoor porch, kitchen, bath and laundry facilities. The siding material could be changed to wide boards or GLATEX asbestos cement shingles.

More photographs and details about this house are in a separate book entitled *Popular Home's Vine Covered Cottage and House for a Pair of Moderns.* A copy may be obtained from the **local company in your community** whose name appears on the back cover of this magazine. Through this same company you may also purchase complete working blueprints from which this house can be constructed. The booklet is available immediately at nominal cost. The blueprints will be secured upon order.

Housing in these United States

—Submitted by W. A. Marlowe, Dayton, Ohio

SEVERAL years ago my father and I were out in Central California building and selling those little five and six room bungalows. They were all about the same in architectural design with red tile roofs and white stucco outside walls.

Having made enough profit to build one for ourselves, we decided on a location, bought the lot, and ordered the material, and started work with our crew the following Monday morning.

One of the members of our crew was a Swede about 65 years of age; a good willing worker, and hard as nails. He was a general handy man and seemed to do any kind of an assignment a little better than the run of the mill laborers. He specialized in cement work and was good at it, especially cement sidewalks. They were his dessert on building jobs.

Well everything went along nicely, and after several weeks he and I were the only ones left on the job. All other types of work had been completed. We were to do the clean-up and patch-up jobs. He said he would fill in the dirt around the foundation, then patch-up the stucco that the finishers failed to carry down far enough. That was alright with me. So I took the clean-up job, such as scraping paint from the window panes and sweeping out the rooms to receive our furniture.

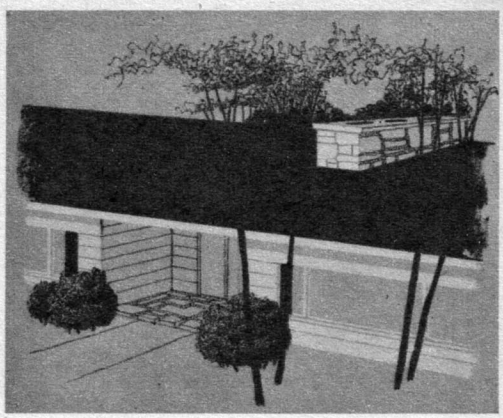
After several hours work inside, I went out to smoke and see how Ole was getting along. His dirt filling was completed and he was mixing some cement for the patch work on the stucco. He was using a large steel wheelbarrow as a mixing box, and had poured in the aggregates for stucco. Everything was ready for the water. Ole returned to the tool shed and came out carrying fifty feet of hose. The hose was attached to the water tap about seventy-five feet away. The hose was too short to reach the wheelbarrow.

He began to swear in broken English that sounded so funny I couldn't keep from laughing, although I sensed the reason. Still wanting to lick the situation, he went next door to ask the neighbor for the loan of their hose. They turned him down. Again he cussed and raved over the neighbor being tight with his hose, etc.

"Well," he said, "I guess I'll have to get some buckets to carry the water in.", and again he returned to the tool shed. I stood and continued to laugh, until he returned with the two buckets. Then he wanted to know what was so funny. While his back was turned I quietly moved the wheelbarrow up to plenty of reach for the hose, then walked away. You should have seen his face when he saw the hose lying beside the wheelbarrow. He has never mentioned the event to this day. But when I say, "Ole, how about some stucco patching work today?", he just swells up his cheeks and sputters with a telltale twinkle in his eye.

$100 for the story of your housing experience

Lots of Popular Home readers have had amusing and interesting experiences in connection with building, remodeling, repair, improvement, or just plain living in their homes. We believe that other people would like to share the fun of knowing about them. During 1948 Popular Home will publish such experiences sent in by readers, and pay $100 each to the contributors of those selected, one month before publication. So write up your experience and send it in. Keep the item short—word it simply and stick to the subject. Address items to the Editor, Popular Home, 300 W. Adams Street, Chicago 6. The items become the property of Popular Home upon payment. None will be returned, and the right to edit any that are published is reserved. **The name of the local company mentioned on the back cover of this magazine should be included in all correspondence with Popular Home.**



Inviting front entrance

"My idea of a house"

MODERN ONE-STORY DUPLEX

DEAR EDITOR:

I want to build a house that will not only be a nice place to live, but will also be a source of income. If built so that part of it could be rented, the income would help pay the fuel bills and general upkeep expenses for the rented part, and my part too.

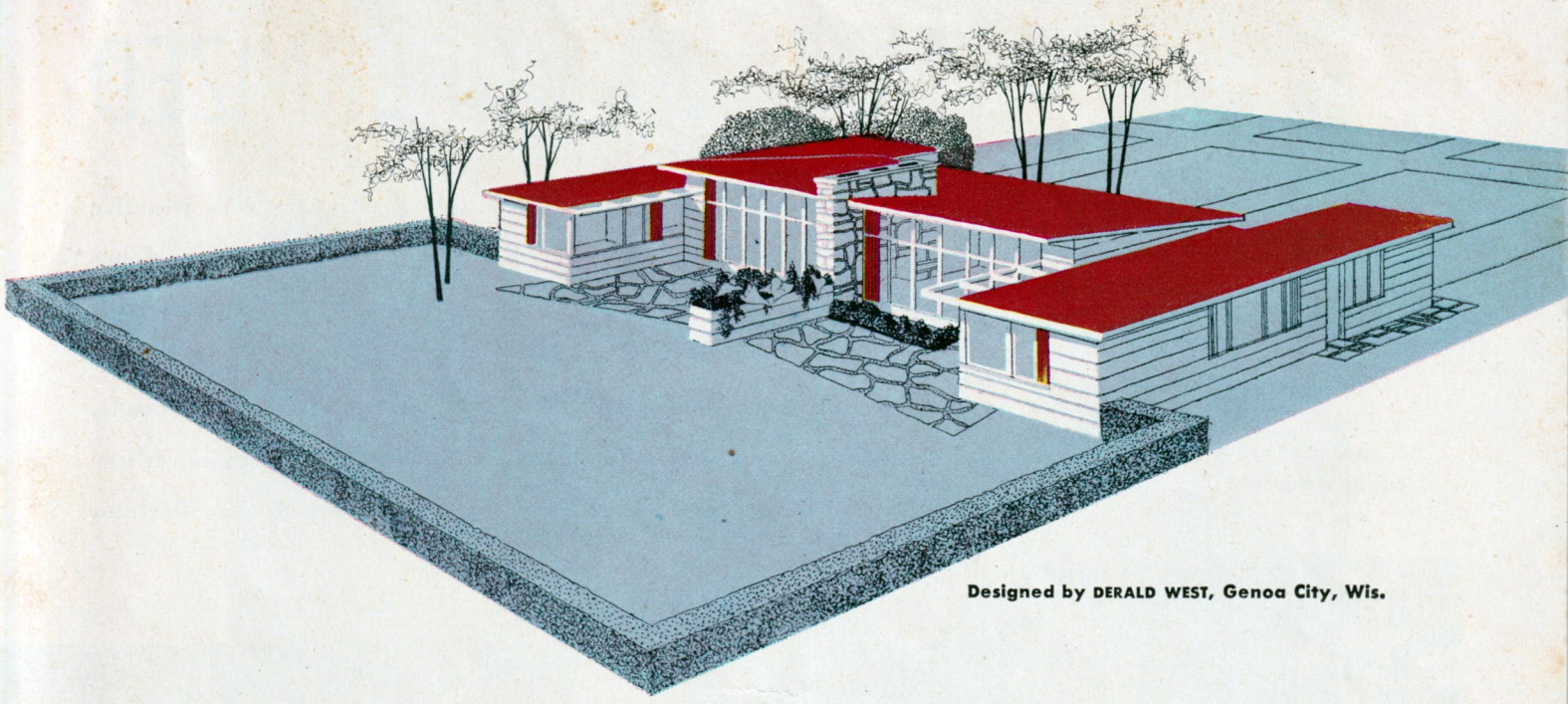
Could you suggest a design for a two-family house, that from the outside would look like one nice big home? It should have just one front entrance door, with the doors to the separate apartments opening from an entrance hall that is carpeted and nicely furnished.

Each apartment should have a living room or living-dining room, a study that could be used as a guest room, and two bedrooms. I'd like one nice recreation room that could be used by either apartment dweller, and one laundry and utility room for both apartments.

I have looked for several years for a house or a plan with these accommodations, built all on one floor, and designed with a modern feeling. Maybe you have seen one, and can tell me about it.

—MR. J. A. R.

Send in "Your Idea of a House" for study and improvement by a top-notch architect at no cost to you, and for publication in POPULAR HOME. Submit rough floor plan sketch and a letter outlining your ideas. The eight best ideas coming in this year will receive this treatment free. *Submit these only to the local company in your community whose name is on the back cover of this magazine. Do not mail them to Popular Home.*



Designed by DERALD WEST, Genoa City, Wis.

POPULAR HOME Editors hadn't seen such a house or plan, and couldn't suggest a source to Mr. J.A.R. (If any Popular Home reader knows of an existing one story duplex in modern or traditional style, the editors would like to hear about it). But it was a nice architectural problem which would undoubtedly fit other people's idea of a house. So the problem was passed to Architect Derald West, an up-and-coming young modern residential designer of Genoa City, Wis. These pages show his interpretation of the fulfillment of Mr. J.A.R.'s specifications.

Notice that the study-guest room is made a useful part of the living room for most occasions. When it is necessary to cut it off as a guest room, it has the same relationship to the bathroom and quiet portion of the house as the other bedrooms. Cost was saved by making a single masonry structure serve as chimney for the fireplaces in both apartments and the furnaces below. A basement was the logical solution for the common recreation room, laundry and storage space, and heating room. The placement of the stairways allow this to be only a partial basement.

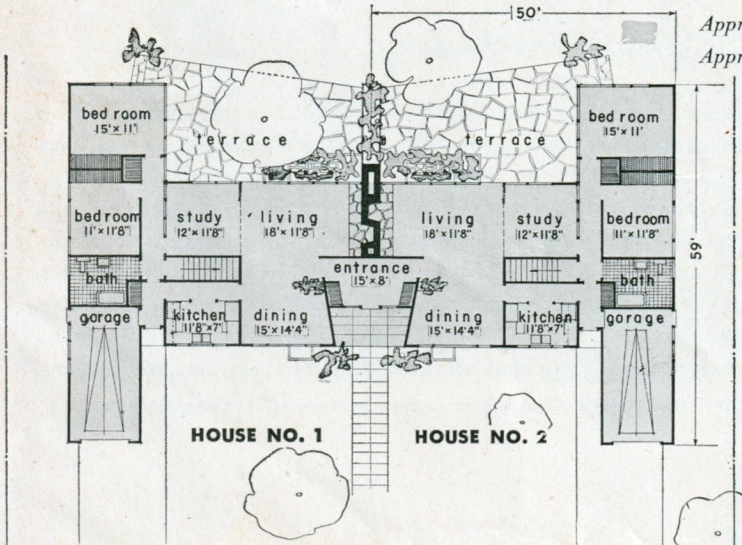
Each apartment has the openness of the best modern houses. Each has broad window expanse. Two friendly families would each find that half the cost of this structure would be less than the cost of a separate house; or those like Mr. J.A.R., who want their home to pay for itself, would find that the second apartment would command a sizable rental return. This is designed to fit on two sixty-foot lots, side by side, but could be put on a long narrower lot with a change of garage, and entrance walk down the side.

Construction materials used in the duplex are important in over-all economy and from the standpoint of suitability to the need. The basement recreation room is paneled in bleached mahogany pattern woodgrained SHEETROCK wallboard. It affords the richness of a wood paneled wall with the fire protection of gypsum, which is the core of the wallboard.

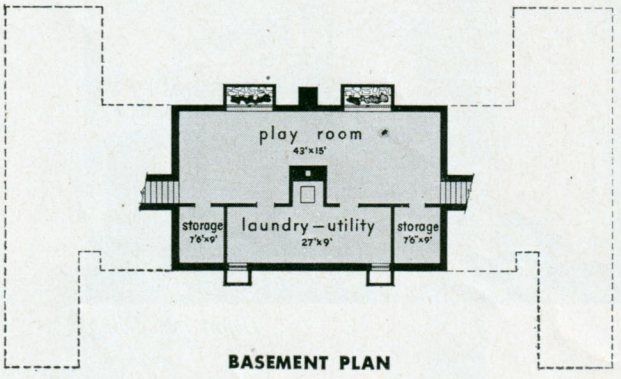
Interior walls are to be RED TOP gypsum plaster over ROCKLATH plaster base. The ROCKLATH is installed with the BRIDJOINT clip system to add greater strength. Imperial TEXOLITE paint offers a wide variety of decorative color possibilities for these interiors.

The roof structure is a combination of economical flat roof and shed type. The roof joists also carry the ROCKLATH plaster base for the plaster ceiling. RED TOP insulating wool batts are used throughout the ceiling and sidewall structure to cut fuel costs and add to winter and summer comfort.

USG sheathing (see page 4) with its asphalt impregnated gypsum core is the first layer on the exterior of the wall, covered with siding or facing materials.



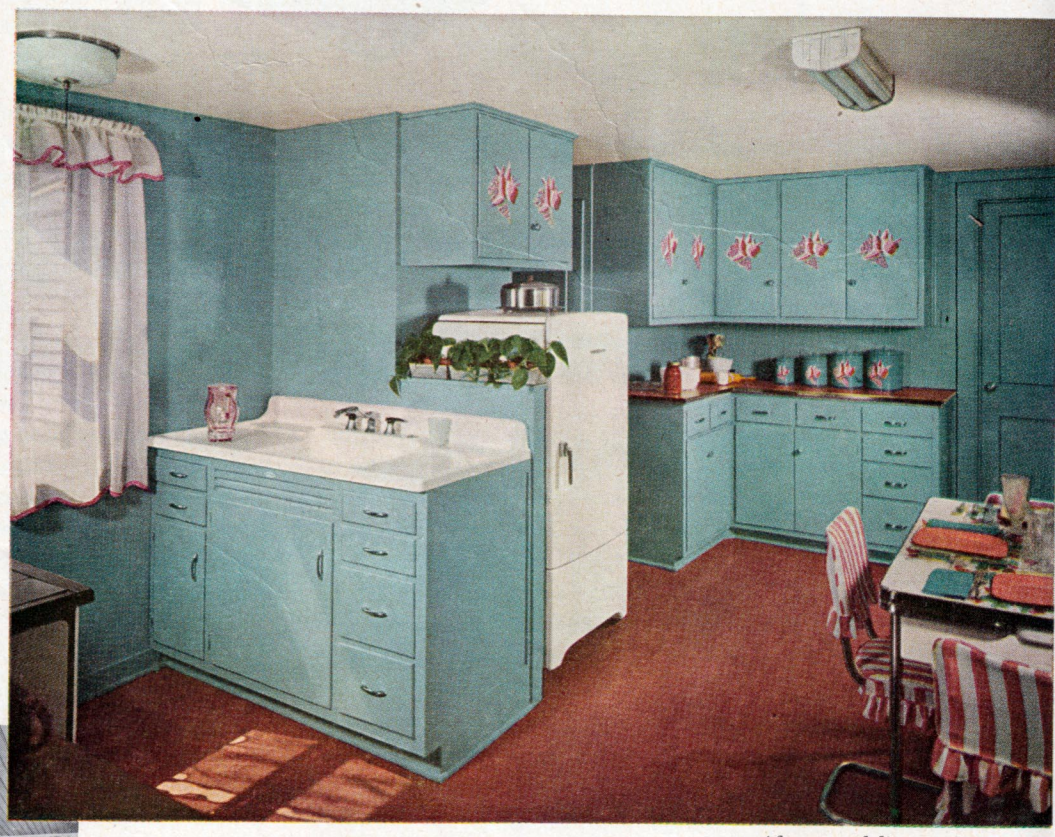
Approximately 36,000 cubic feet including basement and garage.
Approximately 2688 square feet of habitable area (excluding basement and garage).



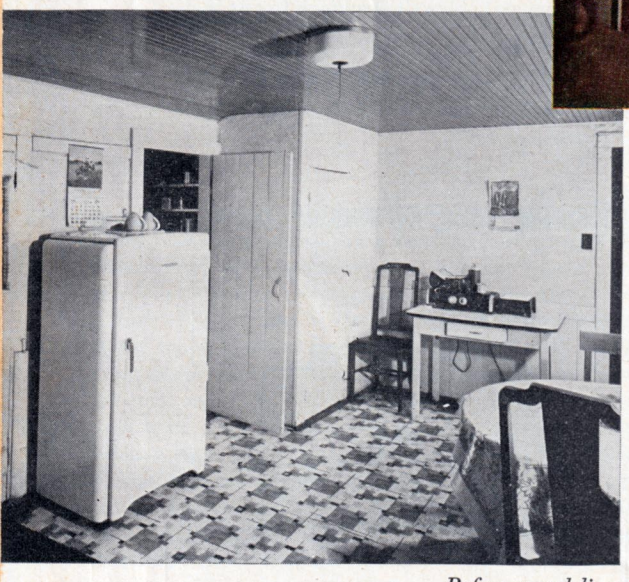
Your kitchen can be MODERNIZED

NEW home owners are not the sole possessors of modern kitchens. Many people who live in older, but substantial houses have brought their kitchens up-to-date. These pages show examples of what has been accomplished, and what you can accomplish with modern materials and building methods. Most of the photographs are of kitchens that have been remade and improved in appearance and efficiency to meet modern standards. The company located in your community whose name is on the back cover has the know-how to aid you with the improvement of your kitchen.

THE COVER *sets the pace for the issue this time. The big story is kitchens, and the living proof that an old kitchen can be renewed to give all the convenience and beauty of one built new. All of the kitchens shown on these pages are remodeling jobs. The one on the cover is in a new house.*



After remodeling



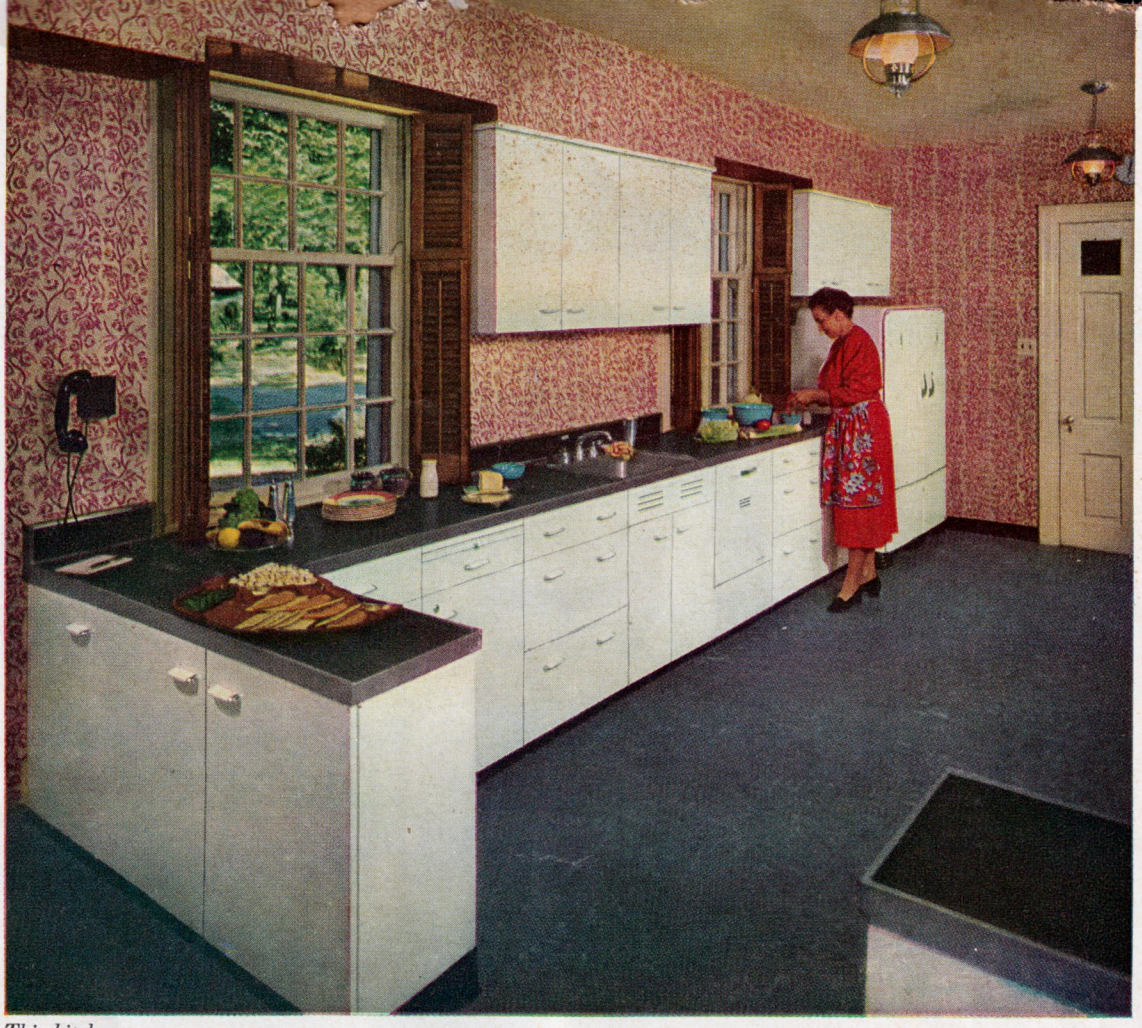
Before remodeling

Blue tile beauty

Unsightly walls and ceiling were the real problem in this kitchen, but the problem vanished under a covering of SHEETROCK tile pattern wallboard on the walls, and regular SHEETROCK wallboard on the ceiling.

The joints between the big panels were concealed and reinforced with PERF-A-TAPE, and walls and ceiling were painted with new Semi-gloss TEXOLITE paint, developed especially for kitchen and bathroom color schemes. Walls are Harbor Blue and the ceiling Gardenia White. The local company in your community whose name is on the back cover of this magazine can inform you about a source of all of these modern materials.

Kitchen cabinets by Morgan Company. Floor covering and counter tops by Congoleum-Nairn.

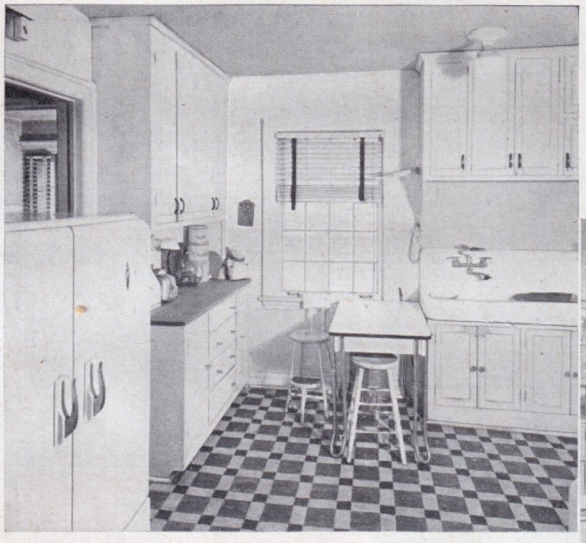


This kitchen was once a garage.

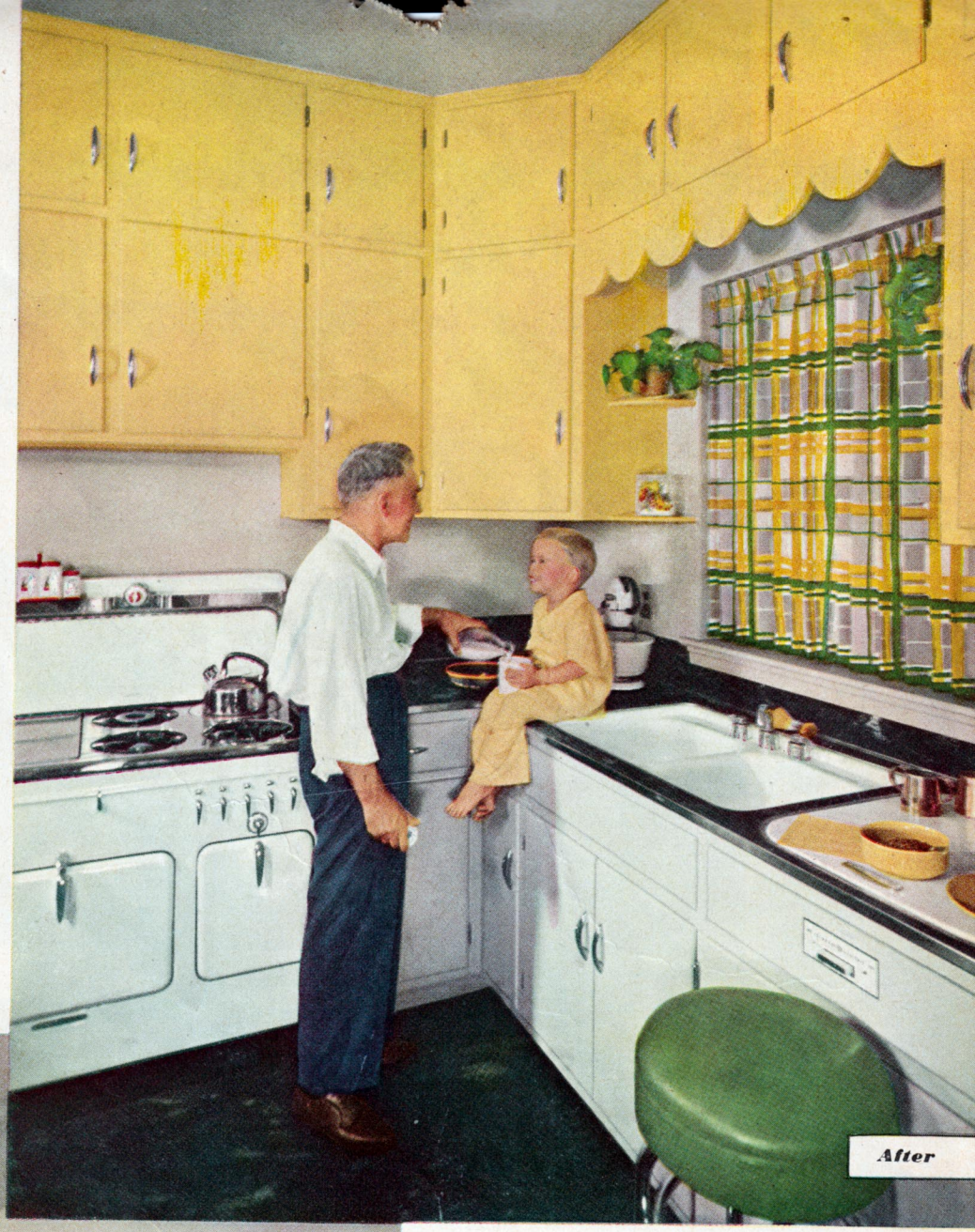
Early American motif

These people moved their kitchen out to the garage. The "before remodeling" view shows the original kitchen which became the breakfast area pictured beside it. The new kitchen is a happy introduction of warm, rich color. Early American decor—shutters, lighting fixtures, wallpaper design—blends nicely with modern kitchen facilities. Fluorescent lighting is concealed over each work space. The kitchen and the new breakfast room are unified in color scheme and styling.

Kitchen is accessible to porch at left beyond Dutch door, and dining room through door at extreme right.



Old kitchen (above) is now a breakfast room (right).



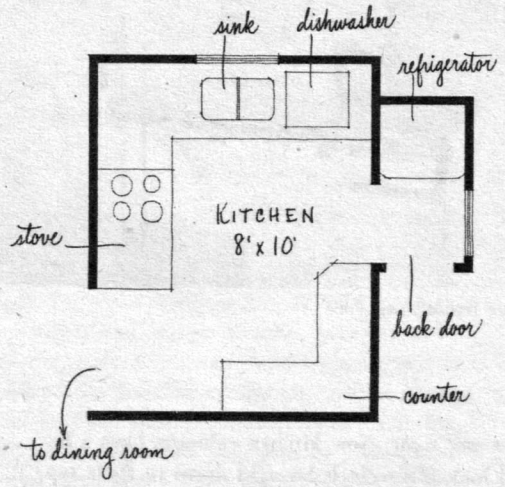
After

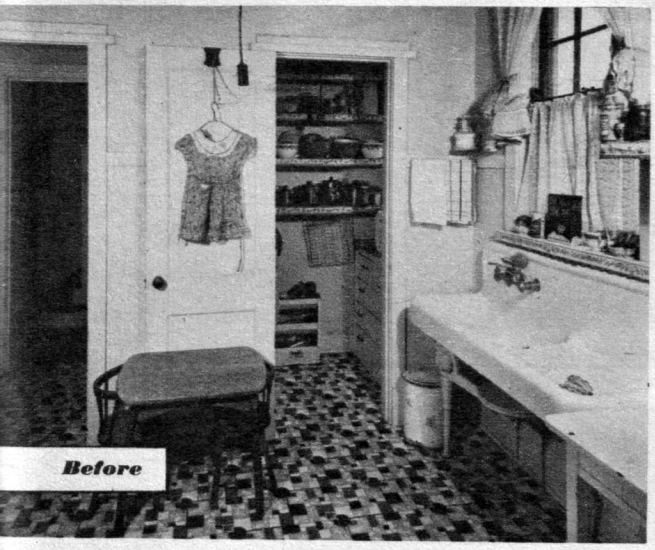
After

Before

Home of Mr. and Mrs. Paul Bezazian

Shades of sunlight and grey

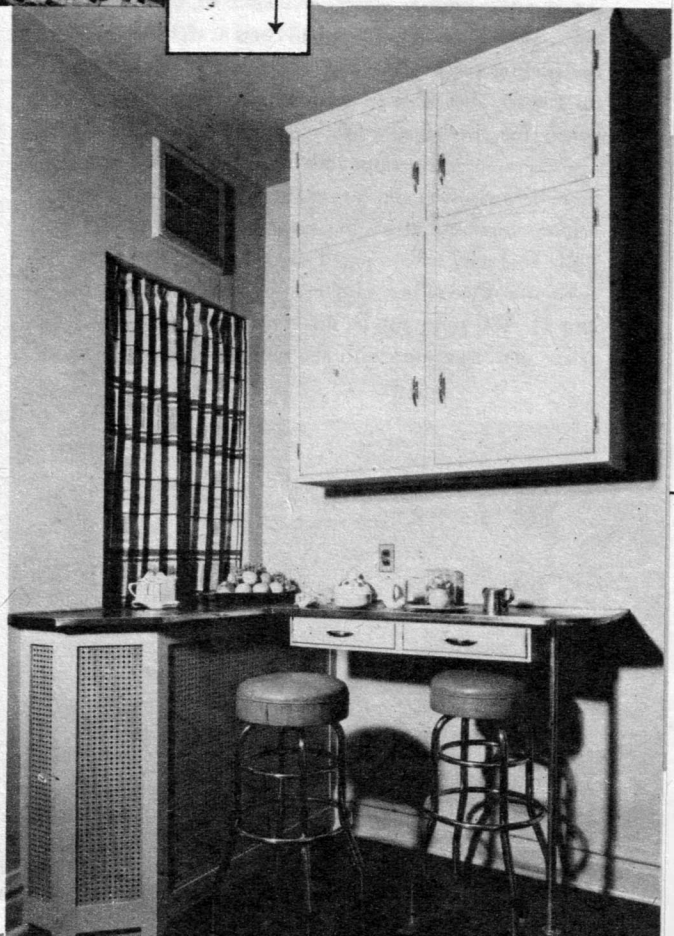




Before

Before

After ↓



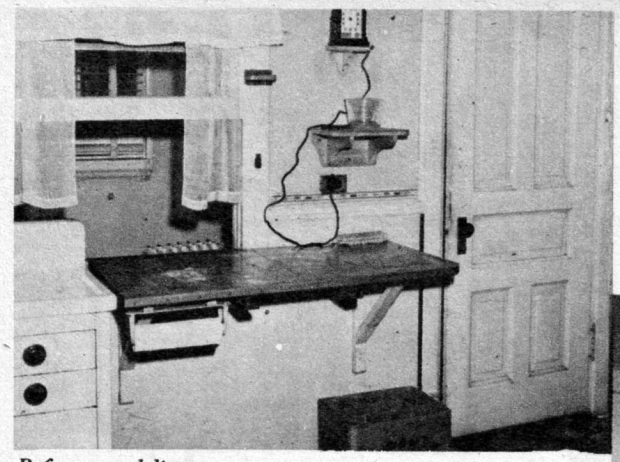
Two important men in the life of this kitchen talk over the pleasures of a pre-bedtime snack among efficient surroundings (above, left). A study of the photographs reveals the improvements that have been wrought. Here again warm colors have been brought to the walls and cabinets to relieve the white-white of most appliances.

In this house the pantry became a powder room described and pictured on page 15, and the opening to the kitchen was sealed with ROCKLATH plaster base, and RED TOP plaster blended with existing walls to make the smooth painted surface seen over the stove.

Left: Views toward the rear entrance showing much improvement but little structural change.

Right: Changing the stove's location (see new floor plan) made it possible to add counter which serves as snack bar, kitchen desk, and service table to expedite serving meals in the dining room. Notice enhancement of the window, and the new grille concealing the radiator!

SEE PAGE 15 *for what became of the pantry.*



Before remodeling

Kitchen work center

After remodeling

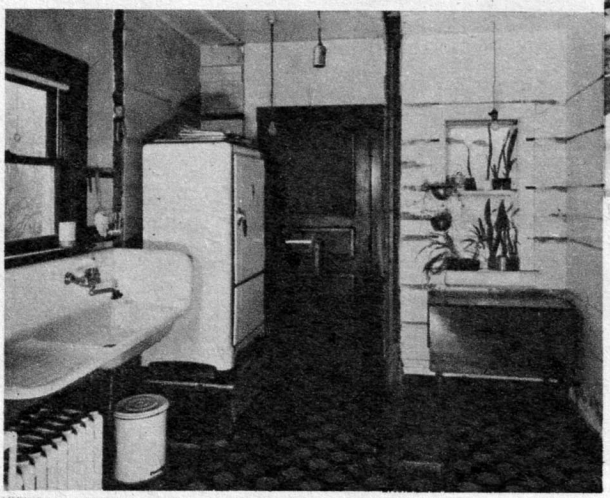
Above and right: New kitchen cabinets have a finished look if a soffit is brought down to their top, making them flush with the wall above them. This false wall also provides an opportunity for a modern flush lighting installation over the sink, and exhaust fan ducts.

There is no problem nor muss in accomplishing such a treatment in a remodeled kitchen if SHEETROCK wallboard is used for this purpose. After painting it will have the same appearance as the other plaster or wallboard walls of the original kitchen.

Home of Mr. and Mrs. Herbert A. Vance

Remodeling completed

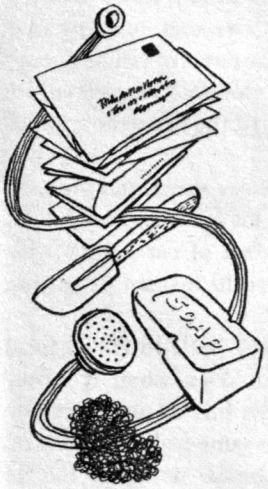
Right and below: Midway in the process of remodeling, a photographer caught evidence of what had been. The old pantry which had been at right of the remodeling picture (below) was removed to open up a space sufficient to accommodate a cushioned bench for the housewife's meal planning chores. The elevated refrigerator idea was retained. Notice how, here again a soffit was carried down to the new cabinet tops and given the same treatment as the wall. This may be compared to the appearance of a cabinet-to-the-ceiling kitchen shown on page 10 and 11. The soffit can be made of SHEETROCK wallboard and decorated with the other walls.



Remodeling started

Kitchen planning center

FROM OUR SOLDIERS OF THE SINK



In fine type Popular Home invited readers of the article "Dishwashing Shortcuts" published last summer, to write us about their own "production line" methods of washing dishes. The letters on this page were among those which came in response. We share them, and the ideas they contain with those who regularly face the clean-up job that stalks in the wake of every meal.

Dear Editor:

Your article "Dishwashing Shortcuts," contains several constructive suggestions, but I should like to advance the contention that the dishpan is an obsolete utensil and (like the bathtub) should have gone out of use when running water and the automatic hot water heater came in. I have seen dishpan water being used in private homes which was distastefully dirty.

Modern dishwashing equipment on the non-machine level can be reduced to:

A faucet spray
A soap dish and cake of soap
A synthetic sponge
A wire scourer or stiff brush

The method is as follows: Stack the dishes and silver in the sink as they are scraped. Have the soap dish at a convenient place in the sink or hanging at an inner edge. With the faucet spray running at good temperature and pressure, lather the dish with the soapy sponge, rinse under the spray and set in the drainer, meanwhile allowing the excess water (soapy or clear according the the present operation) to run over the remaining dishes and silver in the sink. This system eliminates the need for any preliminary rinsing and the dishwashing is done in sanitary running water instead of greasy, germy dishpan water. With a little practice in hand motions the process can become a very speedy one, and I maintain that any possible increase of soap or water is more than compensated for by the knowledge that the dishes are really clean.

(MRS.) MARY CAMPBELL RUSSELL
Sacramento, California

Dear Editor:

I think there is a very simple and correct way of washing dishes.

Always work from right to left (unless left-handed). Place *two* dishpans in sink; one for washing (on right) and one for rinsing. Take dishes on right—wash before you, and place in rinsing pan on left. Glassware first, silverware next, then china, and last pots and pans. If you believe in air drying, quickly place all dishes and pans in drainer and trays and allow to dry while you finish cleaning the kitchen. Remember that all dishes and utensils used in preparing food before the meal is cooked can be washed easily and quickly immediately after using and while the meal is cooking. This saves a great deal of time.

If soiled dishes are stacked with a little care; silverware in one pile, plates and cups together, glasses together, etc., this too will save time. Have soap flakes, cloth, a cleanser, scraper and necessary brushes near at hand before starting.

When dishes are towel-dried, they should be done immediately after rinsing. When air-dried the wash-basin is removed and a drainer put in its place. Here, dishes may remain until completely dry.

For a really quick sanitary way of drying dishes you might place them in a drainer in a warm oven for a few minutes. You might do this after the oven has been used for baking and is still warm, or actually light it for the few minutes it will take. The oven of course is protected by letting the dishes drip a few moments before oven-drying.

(MRS.) EVELYN P. KURDZO
Willimantic, Conn.

Dear Editor:

I washed dishes for years according to your article, when one day my fourteen year old boy (who was wiping) said, "Mother, your system is not as efficient as it could be, if you would make one little change." I asked him what that might be, and he said, "Have your stacked dishes on your right and move from right to left."

I tried it, and often wonder why it is women so often move from left to right, as in your article. Unless one is left handed the system is really clumsy. A right-handed person holds the dish he is washing in his left hand and manipulates the dishmop or cloth, with his right. In this way he puts the dish in the drainer with no lost motion. The other way, as in the article, he has to take the clean dish from his left hand, transfers it to his right and then into the drainer.

(MRS.) FRANCES E. WALKLEY
Medford, Mass.

"Quick Harvey! Everything finished at the same time."

BY PAUL BEIDLER

why modern?

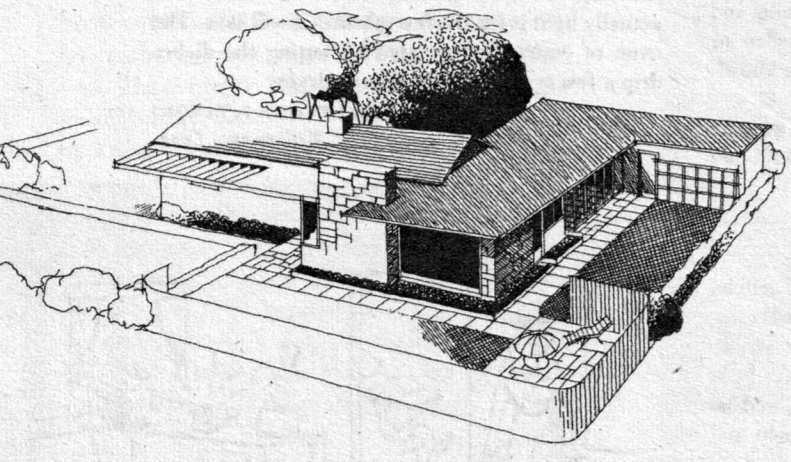
Unsolicited, a young modern architect of Easton, Pa., stated the case for modern architecture in a letter and manuscript submitted to Popular Home editors. It is published here with the invitation to other Popular Home readers to enlarge upon this case, or to submit a rebuttal on behalf of other architectural styles.

—The Editors.

WHY modern architecture? Why electricity? Why radio, telephone, motor cars, moving pictures, frozen foods, orange juice all year round instead of an annual orange in your Christmas stocking? Not all of these are unmixed blessing, but they belong to our era and we can't argue them out of existence. Our only course is to experiment with them until we learn how to use them for the genuine enrichment of living.

Most people who seek out a modern architect are already convinced that they want a contemporary home, but there are always a few women who say wistfully, "I love the convenience and simplicity of modern interiors but why can't I have all those attractive features inside a colonial exterior? Modern exteriors look strange to me and I have always dreamed of a home that would look just like one I used to visit when I was a little girl."

To these women I can only reply that having a home designed to fit your own particular needs, and your chosen location and then insisting on a traditional exterior would be like having a beautiful gown made of the choicest modern materials and draped to suit you perfectly, and then insisting on throwing a Mother Hubbard over it so that you would look just like Grandmother.



A modern home does not start with an outside shell into which rooms are fitted like the compartments of a candy box. It begins with your choice of a site, and takes its form as a result of a careful study of contours, pleasing views, prevailing winds and desirable exposures. To these factors are added the particular requirements which the individual members of your family wish to have fulfilled, and a consideration of all the possibilities created by the use of present-day building materials and methods. The combination of all these factors determines how the space is to be arranged, and this in turn determines what form the exterior will take. Actually there is no such thing as a modern style as contrasted to a traditional style. Each modern house grows from the inside.

Even on the least interesting of sites, such as a narrow flat lot on a straight city street, there is no reason why a house on the left hand side of the street should be an exact replica of one on the right hand side. In fact there is every reason why it should not be so. Where one conventional house might by chance have a pleasant sunny kitchen, cool bedrooms on the east and a not too gloomy living room, its double across the street would have all the disadvantages of the reversed location.

Why, for that matter, should houses stand and stare at one another? Even on a small city lot a house may be designed to curl around its own few feet of earth with windows opening on a self-contained world instead of staring blank and blinded at the passerby.

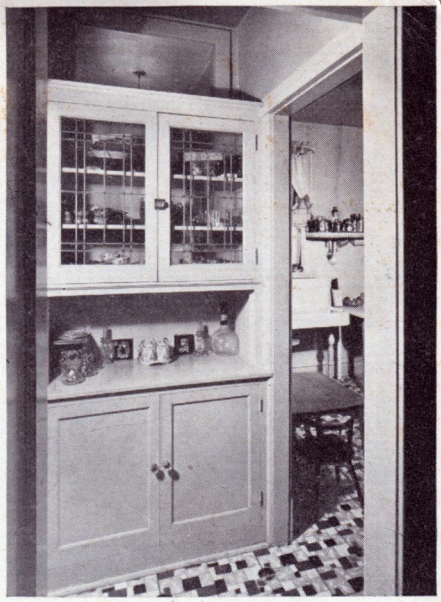
On a larger site a house may adapt itself to the natural contours as pleasantly as a stream does when it winds down a hill. A ditch gashed into the hill would carry the water down, but the stream does the same task with natural grace and beauty. Similarly, the house designed for its owners and its own particular site adjusts itself to the landscape better than the conventional house which fits no other requirement than that of looking identically like a million others.

True, the eye must adjust itself to the new forms which today's techniques make possible, and women in particular are slow to accustom their eyes to changes in home design, though they are much quicker than men to adjust to superficial changes in clothes. Since the first colonial houses were built, we have advanced from the covered wagon to the airplane. Actually equally drastic changes have occurred in the home building field, but sentiment and habit have prevented us from taking full advantage of our improved methods of building, and our vastly wider variety of building materials.

We look back nostalgically and like the kind of life which we imagine was lived in the old homes, so we try to convince ourselves that by imitating their external appearance we can recreate the home spirit of another day. Our own day is fraught with uncertainties and anxieties but we cannot escape them by hiding in imitation antiqued four-poster beds. Psychologically our modern world may be more bewildering and uncomfortable than our ancestors' world. Physically it is simpler, cleaner, more healthful, and more comfortable. If we accept wholeheartedly the environment made possible by our present scientific knowledge, we may learn to approach our complex social and economic problems with equal integrity and forthrightness.

From pantry to powder room

From the kitchen remodeling project shown on pages 10 and 11.



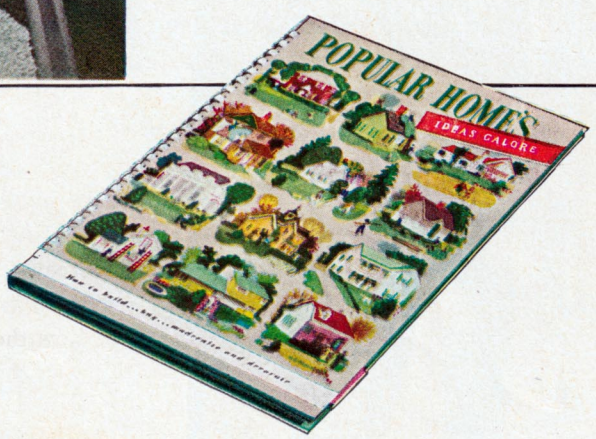
HERE'S the new powder room that was one more result of the kitchen remodeling job shown on pages 10 and 11. This was formerly the pantry. The new cabinets in the kitchen replaced the pantry as storage space, and are far more convenient from a meal making standpoint.

The resulting powder room is high and narrow, but notice how the strongly contrasting dado in dark green seemingly lowers the ceiling and broadens the room. The drapery, going from wall to wall across the end, is another decorating technique designed to widen the appearance of the room.

The curved dressing table includes a stainless steel bowl. It has a linoleum covered top and shelves below. The wallpaper is lacquered to protect it from splashing above the bowl.

Home of Mr. and Mrs. Paul Bezazian

IDEAS GALORE is a big 96-page book containing hundreds of other home remodeling and decorating ideas; also 12 new house plans with furniture cutouts, to show you how your furniture could be arranged in these houses. IDEAS GALORE, available from the local company in your community named on the back cover of this magazine. $1.00 per copy.



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